

San Francisco Bay Joint Venture  
**MAY 8, 2008 Public Outreach Meeting NOTES**

In attendance:

Amy Hutzler, CA Coastal Conservancy; Tracy Grubbs, South Bay Salt Pond Project; Michele LeBeau, the Watershed Project; Carmen Minch, Karla Tanner and Jennifer Heroux, Don Edwards National Wildlife Refuge; Elizabeth Adams, Bay Area Open Space Council;

Chair: Melissa Pitkin, PRBO Conservation Science

Staff: Caroline Warner and Beth Huning

**INTRODUCTIONS AND UPDATES**

- **DC and Sacramento visits** – Beth Huning
  - Beth and several partners went to DC in February again this year and found that over all, our representatives know what we are up to. The fact sheet has been a very effective way to keep them in touch with what needs support and insures that a consistent message is coming from all of our partners. Caroline was also involved this year in the creation of a National Fact sheet that all JVS are now using to represent the National efforts. Copies of the updated JV fact sheet were distributed at the meeting, and are available upon request.
  
- **South Bay Salt Pond news** - Tracy Grubbs
  - The project is now in the Implementation phase and outreach efforts are focused on developing new materials for that, shifting the message from what is going on with the planning process to more of a “come see the ponds and what is going on.” Projects include:
    - a two page Climate change piece to address some frequently asked questions about wetland restoration efforts and projected sea level rise. Working with EDAW to develop an eight fold with basic project info that opens up to a map slated to be done this summer
    - a sign project is underway to erect signs at either end of Dumbarton Bridge. The project team is researching bids for sign production and welcomes designer contacts.
    - Charles (Chris) Benton’s kite images of the ponds are being used to create the first art piece of the ponds, which will result in poster giveaways which observe the color evolution over time.
    - The trail Connector down near Alviso and sign install will be opportunities for press and possibly getting Senator Feinstein back down at the project site sometime later this year.
  - The stakeholder groups have been divided into 3 working groups. On May 20<sup>th</sup> the scientific community has been invited to a meeting which will look at impacts of trail use on birds and wildlife (invitation only). The project is gearing up to do another working group meeting in September.
  
- **JV updates** - Caroline Warner
  - Salty, the Salt Marsh Harvest Mouse, a book for kids about wetland habitats and the animals that live there has been posted on the friends website and announced in our updates with a link on both JV websites ([www.sfbayjv.org](http://www.sfbayjv.org) and [www.yourwetlands.org](http://www.yourwetlands.org)).

- We have completed a year of 26 podcasts with Jerry Kay of Media Interchange and look to be funded for another year. A compiled list of programs in 2007-8 was distributed and is available on the your wetlands website.
  - One upcoming outreach project is the creation of a climate change white paper for the JV with recommendations for our partners. A draft is scheduled to be presented to the board in July and the outreach committee will likely be asked to help promote the messages and recommendations in the paper at our next meeting.
  - Ethan Rotman offered a presentations skills workshop to 18 of our partners in April at Pacific Gas and Electric and it was well received and we will likely offer it again in the fall or early next year
- **Other Committee member news**
    - **PRBO** – May 10<sup>th</sup> is officially Migratory Bird Day and they will be at Muir Beach to celebrate with banding, among other activities.
    - PRBO is working with others to develop a California Avian network. The goal is to serve as a clearing house of shared data and other resources for bird conservation.
    - **Watershed Project** – recently hired a new Executive Director, Linda Hunter. They also just launched a new watershed awareness/stewardship program in Richmond (with Earth Team, NHI, Urban Creeks Council). Their summer focus is on teacher trainings with monthly workdays continuing. Their summer calendar was distributed at the meeting. To celebrate Earth day this year they hosted a ‘creeks challenge’ and put everything pulled by 5 groups on to trucks donated by the city of Richmond and paraded them around at an other event making quite a show of all the stuff that gets dumped into our creeks.
    - **Don Edwards refuge** – Jennifer Heroux was hired as Interpretive Specialist and began May 1. She is new to the area, having been stationed in Denali prior to coming to join USFWS here. Carmen participated in a successful Alviso clean up day for Earth Day this year and the refuge celebrated in April with a bird festival.
    - **Estuary Project** – Judy Kelly has been hired as the new Director, replacing Marcia Brockbank. Kelly has served as deputy director of the CalFED Bay Delta Program, four years as Commissioner of the BCDC, as well as service as an Estuary Project staff member and acting director in the early 1990s.
    - National Estuary Day is the last Saturday of September and EP would like to offer some kind of event with JV partners and welcomes suggestions!
    - Upcoming funding will be available for SFBay and CA Coastal Watersheds through the EPA, region 9. For more information contact Debbi or visit the JV website.

**Follow up items from updates:**

- *Tracy will send Caroline a digital copy of the climate change document*
- *Outreach members are encouraged to suggest an event to celebrate Estuary Day in September*

## **SPECIAL LICENSE PLATE PROGRAM AND PROMOTION – Amy Hutzell**

### **OVERVIEW:**

The Conservancy is attempting to get a specialized license plate started to raise supplemental funds for the Bay Program among others. One of the benefits of these funds is that they will be more flexible than the state bonds, which focuses mainly on capital projects and acquisitions. The cost to interested supporters will be \$50 for the first year and \$40 annually thereafter. Personalized plates cost \$90 and then \$70 thereafter and the money gets divvied up among a pool of Environmental organizations with less of a percentage going to the bay program.

The plate has a picture of the golden gate bridge with two birds and the slogan “nature within reach”. This is also the name of the Bay Area Open Space Council’s annual conference.

Other special license plates include the whale tail plate which funds environmental activities and coastal clean up days through the coastal commission. So far, this plate has had about 90,000 registrants yielding approximately 4 million dollars a year.

### **GOAL:**

Once the first registrant for the license plate signs up, there needs to be another 7500 orders for the plate in the first year, then the DMV will take on the outreach and promotion through their extensive mailing list. The Conservancy will be hiring a new staff person for the year to help implement the program.

### **STRATEGY:**

The Conservancy would like to launch the license plate at an event – perhaps the May 21 open space council conference, but may be delayed based on negotiations with the golden gate bridge district – and have someone well known in the bay area, such as Robin Williams, be the first recipient.

They are relying on partners such as the JV, Estuary Project, Bay Area Open Space – groups with a large mailing list of members - to help get out the word and encourage participation.

**Brainstorm/discussion** – the committee spent time considering various outreach tools, venues and audiences for achieving the goal of getting 7500 people to sign up for the plate in the first year. Below is the list that was generated:

Melissa suggested we consider who might be an obstacle to this effort and why as a way of helping to identify target audiences and the messages with which to address them. Example: target- Development Directors may resist asking for funding for an outside cause/project; message - Conservancy funds projects and funds them well

### **Ideas for PARTNER OUTREACH**

- |   | <b>who</b>          |
|---|---------------------|
| ○ postcard with license plate to stick in PG&E mailers, etc.  | CAROLINE (with Amy) |
| ○ Brochure – will be printed MAY 20   |                     |
| ○ .jpg of license plate for postcard and for email links  | Amy                 |
| ○ Press release article (link to gas prices – stay in the bay area)   |                     |
| ○ Include a story in partner newsletters  |                     |
| ○ Sample email text for partners to distribute - <a href="http://www.bayarealicenseplate.org">www.bayarealicenseplate.org</a> |                     |
| ○ Why support this fact sheet with bullet points for partners   |                     |
| ○ Podcast on the program  | JV – in June?       |
| ○ Partners – w/ volunteer network (STB, watershed, audubon, MALT, Sierra Club, )  |                     |

## **OTHER OUTREACH**

- Get info to fundraising dinners and events: DU, STB, TBI, etc.
- Bay Nature Magazine – ad, news columns Beth
- Robin Williams as first recipient Caroline
- SF Magazine
- Personal social networks
- Watershed Forums – meetings, email
- Bay Area Backroads/ Doug McConnell Beth

### **Follow up**

- *Caroline will help contact Robin Williams for launch event of license plate*
- *Caroline will mock up a license plate post card for distribution with Amy's input*
- *Amy will send the digital file of the license plate out to the committee*
- *Amy will also send the job description of the coordinator for this position to the committee when available*
- *Beth will talk with David Loeb and Doug McConnell*

## **JV AUDIO TOURS: SOUTH BAY TOUR**

The next audio project of the outreach committee will be to produce a tour of projects and location stops for the traveler in the south bay. At the meeting we had a preliminary discussion about who to include in a planning sub-committee for that project as well as other considerations for an engaging tour in this region.

### **Potential partners on the planning committee:**

Refuge staff, Alviso Marina, Hayward shoreline – Adrienne DePointe, Santa Clara County interpretive person, Lucy Evans with Palo Alto Baylands, Shoreline at Mountain View, Tracy Grubbs, Melissa Pitkin, John Krause? and Caroline Warner

**For the planning meeting(s)** the following questions came up as some of what needs to be addressed in order to develop the “road map” for creating the tour experience:

- Identify the Goal: will include education about salt ponds, the value of wetlands, the bounty of places to visit in the south bay, etc.
- Consider the organization of content: will it be geographic or by subject? Will it be a designated route or a menu of different chapters people can select according to where they are going? Should it be designed for commuting to the airport? Will it be stop listen, or listen while you drive?
- What are the obvious/best locations: Dumbarton Bridges, San Mateo bridge, Marsh drive
- How will people access the tour? Ways to make it available on site vs. having to download off the web.

### **Follow up:**

- *Karla and Carmen will contact potential partners in the south bay for the planning committee*

### **Children's audio experience**

Because targeting children is not specifically listed in our JV annual workplan, it makes sense to invite our partners that work with kids to produce a program for kids, perhaps by making it a creative challenge.

#### **Follow up:**

- *Michele volunteered Linda Hunter, from Watershed Project, to work on an audio project for children that we could add to our list of media offerings on your wetlands – one or both of them will follow up with Caroline on this.*

### **PODCASTS**

The conversation on podcasts was truncated by lack of time. Next meeting we need to address the need to provide the programs for people without equipment/computers, mp3 players etc. We also need to generate a list of recommendations/ways partners can use the audio programs.

Some ideas for future program topics were quickly suggested and members are encouraged to keep sending suggestions to Caroline as they come up. Shorebird migration (April with Nils), Plover nesting season (through end of July with Gary Page/PRBO), Tips for helping birds at home, such as when and how to prune bushes (Barbara – Melissa), bay friendly gardening program for native wildlife and pollinators (watershed proj)

#### **Follow up**

- *Please submit your ideas for stories and topics you think we should cover in our podcast schedule this coming year...*

### **Events, opportunities and other announcements –**

The JV helped fund the latest pocket guide to birds of San Francisco Bay produced by PRBO . The goal of this adorable guide is to provide tips that inspire conservation/informed behavior. We received a supply of about 200+ guides and want to distribute them thoughtfully. We are looking for suggestions from the committee about where and how to use them.

#### **Follow up**

- *In addition to letting us know where you think we should distribute our supply, Please Email Melissa with names of people/organizations who would be good recipients for them/are delivering bird conservation messages as well as possible funding sources and printers for a reprint.*
- *The REFUGE wants a supply of the guides and might have money for reprinting*

We had an abbreviated conversation about how to use **Wetlands month/May** to promote our projects and work. It is a bit late this year to do any major push, but the JV can send a message about it out to partners with ideas about what they can do. We may want to plan an event next year during May.

**Follow up**

- *Beth and/or Caroline will send out a message to partners with suggestions*